

# Murray named best place to live in Kentucky



National Main Street Center  
a subsidiary of the  
National Trust for Historic Preservation

## Main Street Monday!

July 14, 2014  
2 pages

### Happenings Around the State

#### Happening tonight at NKU!!!!



KENTUCKY SMALL BUSINESS DEVELOPMENT CENTER  
at Northern Kentucky University

NKU | HAILE US BANK  
College of Business

#### Business Development Series

A Five-Part Joint Presentation Of Fort Thomas Renaissance And  
Northern Kentucky University  
Small Business Development Center

Fort Thomas City Building  
130 North Fort Thomas Avenue  
Fort Thomas, Kentucky

July 14, 2014  
6 P.M. to 8 P.M.

#### I. Who's Your Market

- A. Marketing To Your Market
- B. Resources for Industry/Market Research
- C. How To Conduct Competitive Intelligence



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### Next Monday!! At NKU

July 21, 2014  
6 P.M. to 8 P.M.

#### I. Winning The Customer

- A. Marketing and Branding
- B. Social Media Marketing Platforms
- C. Retail Merchandising
- D. Small Town Merchant Basics



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### National Trust for Historic Preservation Releases 2014 Annual Federal Historic Tax Credit Report

The National Trust for Historic Preservation's publication, "The Federal Historic Tax Credit: Transforming Communities" which focuses on the federal historic tax credit being a catalyst for change, was released recently. The report discusses the importance of the federal historic tax credit, and its effectiveness in revitalization of communities. While the Trust provided case studies on success stories in Maryland, Utah, and Georgia (focusing on 2001-2013), they also provided an update on the United States' success using the federal historic tax credit. In two words, it works! <http://blog.preservationleadershipforum.org/2014/06/25/historic-tax-credit-rypkema/#.U7rgHZRdVnK>



### "Notes from Detroit" by Isaac Kremer, Middlesboro

When a conference starts with a gospel choir in flowing red robes belting out amazing sounds, that's a pretty good sign you're in for something special. That was the scene we saw at the Plenary Session of the National Main Streets conference recently held in Detroit.

If you want to see ground zero of community transformation in the United States and possibly anywhere in the world today – you have to go to Detroit. Beautifully restored buildings downtown, a world-class river walk, and active public spaces are transforming this place for the better. We had a chance to see some of the crown jewels including the Campus Martius Park downtown and Eastern Market. There are so many others, really too many to mention, including Midtown, Corktown, Indian Village, and Boston Edison. Detroit's island park Belle Isle designed by Frederick Law Olmsted is getting rediscovered. Civic gems like the Detroit Opera House, Orchestra Hall, and the Detroit Institute of Arts continue to shine. If there is a city that has faced overwhelming odds and overcome them, few compare with Detroit. And for the city to be coming back strong the way it is today is truly inspiring.

The National Main Streets Center has also gone through an exciting transformation of its own. Over the past year the National Main Streets Center successfully spun off as a subsidiary of the National Trust for Historic Preservation. While the Trust stewarded this program for over three decades, the

Grant information especially for those of you in river communities  
<http://www.nps.gov/maritime/grants/2014.htm>



IF only it grew on trees!

### Main Street Tip of the Week - 5 Unique Fundraising Ideas

Sometimes, fundraising is boring drudgery.

That's bad for professional fundraisers (who wants to be bored at work?), it's bad for volunteers (they'll move on to another, more exciting challenge), and worst of all, it's bad for donors. And that's why coming up with unique fundraising ideas matters. Donors get tired of the same old fundraising ideas. Annual appeal letters... big fundraising events... breakfast networking events... after a few years with an organization, donors get bored, and they move on. Don't let that happen to you! It's far easier to keep a current donor than to find a new donor to replace one that moves on.

Read more: <http://www.thefundraisingauthority.com/fundraising-ideas/unique-fundraising-ideas/>

### Conference info.

Please see the agenda that was on the press release last week regarding the conference in Pikeville.

If you or someone from your community/organization/government is attending Main St. 101 on Thursday please email me their name and contact information and their title, Mayor, volunteer, etc.



Order  
Yours  
Today!

time had come for Main Street to stand on its own. And that it has done.

Under the able direction of President and CEO Patrice Frey, Chairperson Barbara Sidway, and their founding Board members – Main Street has a new sense of vitality, energy, and enthusiasm.

The Plenary Session of the conference was a highpoint for me at a number of levels. Our community was one of only two communities recognized nationally as “Ones to Watch” by the National Main Street Center. How unreal it was to see pictures of our community and major projects like the Elks Home go up on the big screen before over a thousand people. Then we got a chance to stand up and get recognized to a sustained and thunderous applause. This was an acknowledgement of the incredible change and transformation that has happened in Middlesboro in just over the past two years. My only regret is that we couldn’t bring every one of our volunteers, partners, & residents to experience that.

The next morning we had the pleasure to lead a session on “Using Tactical Urbanism to Preserve Downtowns.” We were joined by Mike Lydon from Street Plans Collaborative and Caitlyn Horose with the Orton Family Foundation. These two were instrumental in our first Better Block project back in October 2013. This is when we reopened a theater that had been closed 30 years, opened the children’s Exploration Center in a vacant storefront, and enlisted over 100 volunteers from 17 states to perform tactical interventions downtown. While our session was in the early morning, it was so gratifying to see a nearly filled room and the energy of ideas being shared between people. During that session we announced #BetterMainStreet that is an initiative for downtowns all over the U.S. to carry out tactical interventions the first weekend of October. And nearly everyone in the room agreed to do something.

And as great as Detroit was, you better bet we’re going to Atlanta for the next National Main Streets Conference in 2015. Not just that. We’re going to get a bus, fill it with our Board members and whoever wants to join us, and celebrate the gains our community makes between now and then. This brings us to our biggest takeaway. Main Street is more than just about one community working at the local level in isolation – it’s a national movement of people pursuing common sense strategies to make places better throughout the United States and beyond. In order for this movement to take off, we need people with strength in their convictions and a hunger and thirst for results to show up.

So why not join us from March 30-April 2, 2015 to see what this exciting Main Street work is all about?

### Preservation Green Lab webinar August 6

We are fortunate to be able to have access to the Ohio Main St. webinars for the individual membership price of \$25 a year. I hope you are able to take advantage of these training sessions.

This month’s webinar, August 6 beginning at 1PM, features Jeana Wiser from the Preservation Green Lab. Since March 2009, the Preservation Green Lab, a program of the National Trust for Historic Preservation, has been conducting research, and implementing projects which tie historic preservation and environmentally friendly ways to reuse and repurpose buildings, while fostering vibrant neighborhoods.



New signage was placed in downtown Morehead last week to commemorate the victims of the 1939 Flood.



Pikeville has a lot of fun things planned for us so it will not be all work and no play. Minta has worked very hard with our office to assure you will have a wonderful time. You can go visit Romeo and get all the info straight from the horse’s mouth !